Claims:

1. Use of a TRPM8-activating substance for the synthesis of a pharmaceutical composition for the treatment of tumor diseases in which TRPM8 is overexpressed.
2. Use as in Claim 1, wherein the tumor disease is prostate cancer.
3. Use of a substance, preferably as specified in Claims 1 or 2, that is selected from the group consisting of "menthol, menthyl derivatives, pyrrolidinyl derivatives of furanone, icilin, icilin derivatives and mixtures of these substances" for the synthesis of a pharmaceutical composition for the treatment of tumor diseases, especially for the treatment of prostate cancer.
4. Use as in one of Claims 1 through 3, wherein the substance or mixture of such substances is galenically prepared with conventional accessories and carriers.
5. Pharmaceutical composition for the treatment of tumor diseases containing a TRPM8 activating substance and/or a substance that is selected from the group consisting of "menthol, menthyl derivatives, pyrrolidinyl derivatives of furanone, icilin, icilin derivatives and mixtures of these substances, plus conventional accessories and carriers, preferably prepared galenically for injection i.v., i.p., or i.m. or for infusion.
6. Pharmceutical composition as in Claim 5, in which the dose is set in the range from 0.1 to 1000 mg/kg body weight, preferably 1 to 100 mg/kg body weight, relative to one day, divided into 1 to 10 dosage units.
7. Pharmaceutical composition as in Claims 5 or 6, in which the composition is prepared for continuous or discontinuous periodical administration over a time interval of at least 2 weeks, preferably at least 8 weeks.
8. Process for the treatment of tumor diseases, especially prostate cancer, in which a patient suffering from the disease is given a physiologically active dose of a TRPM8-inhibiting substance, especially a pharmaceutical composition according to one of claims 5 through 7.